SYSTEM AND METHOD FOR

MATCHING CONSUMERS WITH PRODUCTS

ABSTRACT OF THE DISCLOSURE

5   A matching system includes consumer and product/vendor portrayer engines capable of determining, monitoring and modifying consumer and product/vendor cognitive and factual information, and a matching engine capable of determining corresponding consumer information of one or more consumers and product and/or vendor information of one or more products and/or vendors. In an exemplary

10   embodiment, the cognitive information comprises consumer and product and/or vendor profiles including a weighted personality aspect set. The cognitive information also includes consumer and product and/or vendor intent and long-term interests, and the product information includes parameters linked to consumer fact information. The information can further be gathered from devices and/or processes of an interconnected

15   network and the results of matching can be presented to or for a consumer via one or more devices accessible to the matching system, in accordance with one or more applications. Embodiments also provide for interfacing, reliability assurance, security and other aspects.

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